

ATTACHMENT

Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

SECTION <sup>1</sup>XXIIA. SIGNS<sup>4</sup> ~~AND IDENTIFICATION DEVICES~~<sup>5</sup>

A. <sup>6</sup>TITLE.<sup>7</sup>

This section shall hereafter be known and cited as the “Town of Wellesley Sign Bylaw” or “Sign Bylaw.”<sup>8</sup>

B. <sup>9</sup>PURPOSE.<sup>10</sup>

1. <sup>11</sup>Purpose. This Section was enacted with the following purposes.<sup>12</sup>

a. <sup>13</sup>To protect the rights of individuals and businesses to convey their messages through signs;<sup>14</sup>

b. <sup>15</sup>To encourage the effective use of signs as a means of communication;<sup>16</sup>

~~— This section is adopted by the Town of Wellesley for the regulation and restriction of signs and other identification devices within the Town,~~<sup>17</sup>

c. <sup>18</sup>To promote and <sup>19</sup>protect business viability <sup>20</sup>and economic opportunity;<sup>21</sup>

~~— to promote the public safety and convenience of the streets and roads, sidewalks and other pedestrian spaces, public property and private property within public view,~~<sup>22</sup>

d. <sup>23</sup>To improve traffic and pedestrian safety as it may be affected by distracting signs;<sup>24</sup>

e. <sup>25</sup>To <sup>26</sup>preserve <sup>27</sup>for the present and future inhabitants <sup>28</sup>the natural <sup>29</sup>; <sup>30</sup>beauty and environment, as well as the <sup>31</sup>architectural and historical assets <sup>32</sup>and other qualities which distinguish <sup>33</sup>, of <sup>34</sup>the Town <sup>35</sup>as a highly desirable residential community;<sup>36, 37</sup>

f. <sup>38</sup>To protect the public health, safety, and general welfare;<sup>39</sup>

g. ~~— to <sup>40</sup>protect business viability <sup>41</sup>, economic opportunity, property values, educational values;~~ <sup>42</sup>To encourage and promote <sup>43</sup>aesthetic integrity, village character, creativity and community appearance by exercising <sup>44</sup>prudent <sup>45</sup>reasonable <sup>46</sup>control <sup>47</sup>, and <sup>48, 49</sup>

h. ~~to~~ <sup>50</sup>To <sup>51</sup>encourage compatibility and harmony with surrounding buildings, land and land uses <sup>52</sup> <sup>53, 54</sup>

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- i.<sup>55</sup> To ensure the fair and consistent enforcement of sign standards;  
and<sup>56</sup>

~~B.~~<sup>57</sup> ~~DEFINITIONS.~~

- i.<sup>58</sup> To make it easier, faster, and more economically efficient to apply  
for a sign permit.<sup>59</sup>

~~As used herein this SECTION XXIIA, the following words and terms shall have and include the following respective meanings:~~<sup>60</sup>

C.<sup>61</sup> DEFINITIONS.

Words and phrases used in this Section shall have the meanings set forth herein. Words and phrases not defined herein, but defined in the Town of Wellesley Zoning Bylaw, shall be given the meanings set forth in such Bylaw. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Headings or captions are for reference purposes only and shall not be used in the interpretation of this Section.<sup>62</sup>

~~Awning~~<sup>63</sup> Abandoned<sup>64</sup> Sign - Any<sup>65</sup> ~~and every sign displayed on an awning or canopy. An Awning or Canopy is any~~<sup>66</sup> sign associated with a use which has ceased operations for sixty (60) or more days and/or contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or missing letters or which is otherwise dilapidated, unsightly, or unkempt.<sup>67</sup>

Address Sign - A sign indicating the numerical location, or numerical and street location, of a particular property.<sup>68</sup>

Animated Sign - Any sign, or part of a sign, that uses any movement or change of lighting or color to depict action or create a special effect or scene.<sup>69</sup>

Audible Sign - Any sign which emits a sound which is audible or emits a signal which can be converted into audible sounds, whether by radio or other means.<sup>70</sup>

Awning - Any<sup>71</sup> device, fixed or retractable, of any material, which extends over or otherwise covers a sidewalk, courtyard, walkway, eating area, driveway, or other area or space whether that area or space is intended for pedestrians, vehicles or other purposes.<sup>72</sup> Also known as a "canopy."<sup>73</sup>

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**Awning Sign - Any sign that is a part of, attached to, or displayed on an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area.**<sup>74</sup>

**Banner - A sign**<sup>75</sup> placed above or across a public or private street or way with the prior written permission of the Board of Selectmen<sup>76</sup>; **the Board of Selectmen shall determine the terms and conditions for the use of such sign, including, but not limited to, dimensional and length of time of allowances. Neither flags nor awning signs are considered banners.**<sup>77</sup>

**Beacon - Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.**<sup>78</sup>

~~———— Banner — Any and every sign whatever the nature of the material or manner of composition, message, or design, frequently displayed on a pole or staff which can be free-standing or attached to a building or structure, and temporary or removable in nature. Official flags of governmental jurisdictions properly displayed shall not be considered as banners or otherwise considered as signs for the purposes of this Zoning Bylaw.~~<sup>79</sup>

**Building Sign - Any sign attached to any part of a building, as contrasted to a ground sign.**<sup>80</sup>

**Business Establishment -**<sup>81</sup> ~~Each separate place of business~~<sup>82</sup> **Any non-residential use,**<sup>83</sup> ~~whether or not consisting of one~~<sup>84</sup> **(1)**<sup>85</sup> ~~or more buildings.~~<sup>86</sup> **In a building with more than one (1) non-residential tenant, each tenant shall constitute a separate business establishment.**<sup>87</sup>

**Changeable Copy - Any lights, lettering, or images that may be electronically or manually changed to form a sign message or messages.**<sup>88</sup>

**Commercial Districts - Shall refer to the Business Districts, Business Districts**<sup>89</sup> A, Industrial, Industrial A, Lower Falls Village Commercial<sup>90</sup> **District,** and<sup>91</sup> Wellesley Square Commercial<sup>92</sup> **District.**<sup>93</sup>

**Commercial Message - Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.**<sup>94</sup>

**Director - The Planning Director of the Town of Wellesley, or his or her designee for a particular purpose.**<sup>95</sup>

**Directional**<sup>96</sup> Signs - Any sign limited solely to directing<sup>97</sup> **both vehicular and pedestrian**<sup>98</sup> traffic within or setting out restrictions on the use of parking areas.<sup>99</sup>

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**Directory Sign - A sign which may be utilized by multiple business establishments occupying a single building with a shared public entrance.**<sup>100</sup>

**Entrance - A means of accessing a building. For the purpose of regulating signage the following are types of entrances:**<sup>101</sup>

- a. <sup>102</sup>Public Entrance - An entrance to a single business establishment available for use by the general public during hours of operation.**<sup>103</sup>
- b. <sup>104</sup>Principal Entrance - The primary public entrance to a single business establishment.**<sup>105</sup>
- c. <sup>106</sup>Secondary Entrance - A public entrance to a single business establishment that is additional to the principal entrance.**<sup>107</sup>
- d. <sup>108</sup>Shared Public Entrance - A common public entrance that provides access to multiple business establishments but does not directly access any single business establishment.**<sup>109</sup>

**Externally Illuminated Sign - A sign illuminated by an external light source directed solely toward such sign.**<sup>110</sup>

**Facade of the Business Establishment** - That portion of the building wall facing a street or containing a public entrance, which corresponds to the height and width of the interior space rented or owned by the tenant of the business establishment.<sup>111</sup>

**Flag - Any fabric or bunting containing colors, patterns, or symbols used as a symbol of a government or other entity or organization.**<sup>112</sup>

**Flashing Sign - A sign, the illumination of which is not kept constant in intensity at all times when in use or which exhibits marked changes in lighting effects.**<sup>113</sup>

**Gasoline Filling Station - A business engaged, as a primary purpose, in the retail dispensing of motor vehicle fuels to the public.**<sup>114</sup>

**Ground Sign - Any sign, supported by structures or supports that are placed on or anchored in the ground, independent from any building or other structure.**<sup>115</sup>

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**Inspector of Buildings - The Inspector of Buildings of the Town of Wellesley, or his or her designee for a particular purpose.**<sup>116</sup>

~~Height~~ The maximum<sup>117</sup> vertical distance measured<sup>118</sup> from the finished grade to the highest point of the sign or its supporting structure, whichever is higher.<sup>119</sup>

**Institutional Use - For the purpose of this Section, shall mean any religious or educational use.**<sup>120</sup>

~~Internally Illuminated Sign - Each and every sign which utilizes~~<sup>121</sup> **A sign illuminated by an internal light source, utilizing**<sup>122</sup> translucent panels, canvas or other fabric, letters, devices or other similar components to create an image by allowing light to pass through.<sup>123</sup> **A "Reverse Lit" sign is not an internally illuminated sign.**<sup>124</sup><sup>125</sup>

**Lot - An area of land in single ownership with definite boundaries, established by a recorded plan or deed, including a lot created by combining several previously recorded lots, and used or available for use as a site of one (1) or more buildings or for any other purpose.**<sup>126</sup>

~~Moving Signs~~<sup>127</sup> **Sign**<sup>128</sup> - Any and every sign any part of which moves, is designed to move, or to be moved, by any means.<sup>129</sup><sup>130</sup>

**Multi-Faced Sign - Any sign consisting of more than one (1) sign face.**<sup>131</sup>

~~Non-Conforming Sign - Any non-conforming~~<sup>132</sup> sign legally erected prior to the adoption of this section, or any amendment thereof<sup>133</sup>, **which does not conform to the requirements of this section or such future amendments.**<sup>134</sup><sup>135</sup>

**Normal Grade - The lower of 1) existing grade prior to construction or 2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.**<sup>136</sup>

**Obscene Matter - As defined in M.G.L. Chapter 272, § 31.**<sup>137</sup>

**Office and Professional Districts - Shall refer to the Administrative & Professional Districts, Limited Business Districts, Educational Districts, Educational Districts A, and Educational Districts B.**<sup>138</sup>

**Out-of-Store Marketing Device - An out-of-store marketing device is any facility or equipment which is located outside of a primary building on a site zoned for non-residential uses, which is used for the primary purpose of**

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providing a product or service without the owner's or agent's immediate presence, and which is manufactured to include a color, form, graphic, illumination, symbol, and/or writing thereon to communicate information regarding the product or service provided thereby to the public. Examples of out-of-store marketing devices include: fuel pumps, bank ATM units, vending machines, newspaper racks, drink machines, ice boxes, and phone booths.

<sup>139</sup>

Open Face - A type of sign and/or sign illumination utilizing an open or clear plastic sign face, allowing the light source to be visible.

<sup>140</sup>

Pennant - Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind. Also known and referred to as a streamer.

<sup>141</sup>

Permanent Sign - Any sign of a type and construction as not to be easily or readily removed, which, when installed, is intended for permanent use. Types of permanent signs include, but are not limited to, standing signs, wall signs, awning signs, and window signs.

<sup>142</sup>

Person - A natural or legal person, including a partnership, trust, corporation or similar entity.

<sup>143</sup>

Portable Sign - A sign which is not permanently affixed to the ground or to a structure, including but not limited to signs on trailers which are parked in such a manner as to serve the purpose of a sign.

<sup>144</sup>

Principal Building - The building in which the principal use of the lot is conducted. Non-residential lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other structures with clearly accessory uses shall not be considered principal buildings.

<sup>145</sup>

Projecting Sign - A type of wall sign which is perpendicular to the wall to which it is attached and projects away from such wall.

<sup>146</sup>

Residential Districts - Shall refer to the Single Residence Districts, Single Residence Districts A, Town House Districts, General Residence Districts, General Residence Districts A, Multi-Family Residence Districts, Limited Residence Districts, and Limited Apartment Districts.

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**Reverse Lit - A type of sign and/or sign illumination using an opaque face and sides, generally constructed of aluminum, and a clear polycarbonate back or no back. Light does not pass through the face of the sign, but rather comes out of the back of the sign and is cast off the wall behind the sign, thereby creating a silhouette of the outline of the sign face. Also known and referred to as “Reverse Back Lit”, “Halo”, or “Halo Lit” sign or sign illumination.**<sup>149</sup>

**Roof Sign - Any**<sup>150</sup> ~~and every~~<sup>151</sup> ~~sign~~<sup>152</sup> ~~located~~<sup>153</sup>**erected and constructed**<sup>154</sup> above, or projecting above, the lowest point of the eave or the top of a parapet wall of any building, or which is painted or otherwise attached or affixed to a roof.<sup>155</sup>

**Sign - Any device, fixture, placard, or structure affixed to, supported by, or suspended by a stationary object, building or the ground that uses any color, form, graphic, illumination, symbol, or writing to communicate information of any kind to the public.**<sup>156</sup>

**Sign Face - That part of a sign that is or can be used for the purpose of advertising, identification or conveying a message.**<sup>157</sup>

**Sign Permit - A permit issued by the Inspector of Buildings allowing a sign to be installed on a piece of property.**<sup>158</sup>

~~Sign - Any letter, word, symbol, drawing, picture, design, device, article or object that advertises, calls attention to or indicates any premises, persons, products, businesses or activities, or that conveys or is intended to convey any message whatever the nature of the material and manner of composition or construction. (Historical date plaques and markers approved by the Historical Commission and flags and insignia of governmental jurisdictions shall not be considered signs except when displayed for the purpose of commercial promotion.)~~<sup>159</sup>

**Standard Informational Sign - A sign with no one side consisting of an area greater than six (6) square feet, with a sign face made for short term use, containing no reflecting elements, flags, or projections and which, when erect, stands at a height not greater than six (6) feet. Sandwich board signs shall be considered to be a type of standard informational sign.**<sup>160</sup>

**Standing Sign -**<sup>161</sup> ~~Any and every free standing~~<sup>162</sup>**A permanent**<sup>163</sup> sign erected on or affixed to the<sup>164</sup> ~~land and includes any and every sign that is~~<sup>165</sup>**ground**<sup>166</sup> ~~and~~<sup>167</sup> not attached to a building.

**Temporary**<sup>168</sup> ~~Signs~~<sup>169</sup>**Sign**<sup>170</sup> - Any and every sign which by its design and/or use is temporary in nature<sup>171</sup>~~, frequently composed of paper, posterboard~~

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~~and/or cardboard or other material attached so as to be visible through windows and glass doors or otherwise displayed on a property, typically containing messages relative to sale, lease, rental or construction of property, garage or yard sales and similar occasional uses, special sales, bazaars, dinners or other events.~~<sup>172</sup> **and/or is not permanently mounted. Neither flags nor awning signs are considered temporary signs.**<sup>173</sup>

~~\_\_\_\_\_ **Traffic**<sup>174</sup> **Signs** - Any sign limited solely to directing~~<sup>175</sup> ~~traffic within or setting out restrictions on the use of parking areas.~~<sup>176</sup>

~~\_\_\_\_\_ **Trailer or Vehicle Signs** - For the purposes of this Sign Bylaw a vehicle, motor vehicle or self propelled vehicle shall be considered and regulated as a sign when or under such circumstances any such vehicle is not engaged in the usual business or work of the owner or lessee but is used merely or mainly for advertising purposes.~~<sup>177</sup>

**Town - The Town of Wellesley, Massachusetts.**<sup>178</sup>

~~\_\_\_\_\_ **Wall Sign** - <sup>179</sup>Any and every sign attached to a <sup>180</sup>**A permanent**<sup>181</sup> building <sup>182</sup>and <sup>183</sup>**sign**<sup>184</sup> not considered to be a roof sign<sup>185</sup> or a window sign.<sup>186</sup> **, window sign, temporary sign, temporary window sign, or directory, attached to or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building. Wall signs may be mounted parallel or perpendicular to a wall, subject to the requirements herein.**<sup>187</sup>~~

~~\_\_\_\_\_ **Window Sign** - Any <sup>188</sup>and every sign consisting of individual letters or graphics<sup>189</sup> **sign attached,**<sup>190</sup> painted or otherwise similarly affixed directly to the glass surface of a window or door<sup>191</sup> **, either inside or outside the building,**<sup>192</sup> and designed to be visible from the <sup>193</sup>outside of any building<sup>194</sup> **exterior of the structure.**<sup>195</sup>~~

**D. POWERS AND DUTIES OF PERSONNEL.**<sup>196</sup>

**The Inspector of Buildings is hereby authorized and directed to interpret, administer and enforce this Section.**<sup>197</sup>

**E. APPLICABILITY.**<sup>198</sup>

**The standards and regulations of this Section shall apply to all signs erected, maintained, or replaced in any district within the corporate limits of the Town of Wellesley.**<sup>199 200</sup>

**F. SIGN PERMITS.**<sup>201</sup>



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- 1.** <sup>202</sup> **Sign Permit Required. Unless a Sign Permit is specifically not required by the standards of this Section, it shall be unlawful for any person to erect or replace a sign without first having obtained a Sign Permit. Refer to Table 22A.1 to determine if a Sign Permit is required for a specific sign type.**<sup>203</sup>
- 2.** <sup>204</sup> **Application Submittal and Content. When required by this Section, Sign Permit applications shall be filed in the office of the Inspector of Buildings upon forms furnished by that office. The submittal of the following information, material and fees shall constitute a complete application.**<sup>205</sup>

  - a.** <sup>206</sup> **The application shall describe and set forth the following:**

    - i.** <sup>207</sup> **The type and purpose of the sign(s) as defined in this Section (i.e. wall sign, window sign, etc.).**
    - ii.** <sup>208</sup> **Dimensions and area of the sign(s), including letter height and aggregate sign area if more than one (1) sign and/or sign face.**<sup>209</sup>
    - iii.** <sup>210</sup> **Materials and colors of the sign(s).**
    - iv.** <sup>211</sup> **Type of illumination.**
    - v.** <sup>212</sup> **Number, type and area of existing signs.**<sup>213</sup>
    - vi.** <sup>214</sup> **Height of sign.**
    - vii.** <sup>215</sup> **The zoning district in which the subject property is located.**
    - viii.** <sup>216</sup> **The Business Certificate ID number, if a non-residential use.**<sup>217</sup>
    - ix.** <sup>218</sup> **The name, address, telephone number and signature of the business owner.**
    - x.** <sup>219</sup> **The name, address, telephone number and signature of the owner of the property upon which the sign is to be located. The owner's agent may sign if an authorization letter from the property owner is submitted; and**

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- xi. <sup>220</sup>The name, address, and telephone number of the contractor.  
<sup>221</sup>
- b. The following attachments, and necessary copies as required by the Inspector of Buildings, shall be submitted:<sup>222</sup>
- i. For standing signs, a location plan or survey showing the property upon which the subject sign is to be located, the proposed location of the subject sign on the property, the distance of the proposed sign from the subject property's boundaries, and all existing structures or buildings on the subject property. Such plan shall be to a legible engineer's scale.<sup>223</sup>
- ii. For all signs, dimensioned drawings of the sign including lettering, borders, proposed color scheme, height and other design elements. Such drawings shall be to a legible architect's scale.<sup>224</sup>
- iii. For wall, awning and window signs, a dimensioned drawing or photograph of the façade indicating the placement of the signs, area of the façade of the business establishment, and height of the sign. Such drawings shall be to a legible architect's scale.<sup>225</sup>
- iv. <sup>226</sup>Color photographs of the property including all buildings and the proposed sign location; and<sup>227</sup>
- v. For all signs, a copy of a letter from the Planning Director indicating the recommendation of the Design Review Board or, for signs requiring a Special Permit, a copy of a letter from the Zoning Board of Appeals indicating approval of the Special Permit.<sup>228</sup>
- c. <sup>229</sup>Appropriate fees, as set from time to time by the Board of Selectmen and/or the Planning Board, shall be paid.<sup>230</sup>
3. <sup>231</sup>Processing Time; Permit Issuance. The Town shall process all complete and accurate Sign Permit applications within thirty (30) days of the Inspector of Buildings' actual receipt of a complete (per F.2. of this Section) and accurate application and upon remittance of the appropriate fee. No Sign Permit shall be issued by the Inspector of Buildings sooner than thirty (30) days unless the advisory

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recommendation of the Design Review Board has been received. If the advisory recommendation of the Design Review Board is not received within thirty (30) days, the Inspector of Buildings shall **issue act on** the Sign Permit.<sup>232</sup>

- 4.<sup>233</sup> **Application Rejection.** The Inspector of Buildings shall reject any application that is incomplete (per F.2. of this Section), that contains false material statements or omissions, or that is for a sign which would violate any standard within this Section within thirty (30) business days of receipt of said application.<sup>234</sup>
- 5.<sup>235</sup> **Resubmission.** A rejected application later resubmitted in conformity with this Section shall be deemed to have been submitted on the date of resubmission, instead of the original submission date. An application which is resubmitted shall meet all the standards for an original application.<sup>236</sup>
- 6.<sup>237</sup> **Permit Revocation.** Should it be determined that a Sign Permit was issued in error and/or pursuant to an application containing a false material statement or omission, or for a sign not meeting the standards of this Section, the Inspector of Buildings shall revoke said permit and the subject sign shall be immediately removed.<sup>238</sup>
- 7.<sup>239</sup> **Expiration Date.** A Sign Permit shall become null and void if the sign for which the permit was issued has not been installed and completed within six (6) months after the date of issuance; provided, however, that where an applicant can demonstrate that a commercial entity was timely engaged to construct the permitted sign, but the fabrication has not yet been completed, one (1) ninety (90) day extension may be granted by the Inspector of Buildings. No refunds shall be made for a permit after the permit is issued. If later an individual desires to erect a sign at the same location, a new application for the sign must be processed and another fee paid in accordance with the fee schedule applicable at such time.<sup>240</sup>

**G. DESIGN REVIEW.**<sup>241</sup>

- 1.<sup>242</sup> **Design Review Required.** All signs requiring a Sign Permit or Special Permit under the provisions of this Section shall require the review of the Design Review Board (refer to subsection H. for DRB Special Permit review procedures).<sup>243</sup>

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**2.** <sup>244</sup> **Process. Following the Inspector of Buildings' receipt of a complete and compliant Sign Permit application (per F.2. of this Section), the applicant shall submit a Design Review Board application, attachments, and the appropriate number of copies to the Planning Director, upon forms furnished by that office. The submitted application and attachments shall include the information and documents as required under subsection I., Sign Permits, 2., Application Submittal and Content, a. and b., of this Section (excluding those letters indicating the recommendation of the DRB or the action of the ZBA). The application shall be scheduled for review by the Design Review Board at the next meeting of the Board not less than seven (7) days following the Director's receipt of the application. The Design Review Board shall render an advisory recommendation regarding the design of the sign within thirty (30) days of the Director's receipt of a Design Review Board application. Failure of the Design Review Board to make a recommendation within thirty (30) days from the date of the submission of application materials to the Director shall be deemed to constitute a recommendation for approval. The Director shall forward such recommendation in writing to the applicant and the Inspector of Buildings, to be either hand-delivered or mailed.** <sup>245</sup>

**3.** <sup>246</sup> **Criteria for Review. The Design Review Board's review and advisory recommendation of proposed signs shall be based on the following:** <sup>247</sup>

**a. Those criteria contained in Section XXII, *Design Review, Part C., Design Criteria, Subpart 4., Signs and advertising devices, of this Bylaw.*** <sup>248</sup>

**b. The Design Guidelines Handbook as referenced in Section XXII, *Design Review, Part D., Design Guidelines Handbook, of this Bylaw.*** <sup>249</sup>

**A. GENERAL PROVISIONS** <sup>250</sup>

**c.** <sup>251</sup> **Consideration of how the proposed sign(s) relates to:** <sup>252</sup>

Signs shall relate to: <sup>253</sup>

**i.** <sup>254</sup> **• The context of the building** <sup>255</sup> **facade,** <sup>256</sup> **façade,** <sup>257</sup>

**ii.** <sup>258</sup> **• Buildings in the immediate vicinity of the sign** <sup>259, 260</sup> **±**

**iii.** <sup>261</sup> **• The basic pattern of the street front to which the sign is oriented** <sup>262, 263, 264</sup> **and** <sup>265</sup> **±**

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iv. ~~•~~<sup>266</sup> The size, brightness, style, height and colors of other permanent structures and elements in the immediate vicinity<sup>267</sup>; and<sup>268</sup>

d.<sup>269</sup> Consideration of whether the proposed sign(s) is:<sup>270</sup>

Signs shall be sized<sup>271</sup> i. Sized<sup>272</sup> and located so as to avoid obscuring existing architectural features such as columns, sill lines, roof eaves<sup>273 274</sup> and cornices<sup>275</sup>. ~~Signs shall be placed within the area of a building signband wherever one exists.~~<sup>276</sup> ~~The sign~~<sup>277 278</sup>

ii. Comprised of<sup>279</sup> materials<sup>280 281</sup>; and<sup>282</sup> colors<sup>283</sup> and lettering<sup>284</sup> shall that<sup>285</sup> reflect the character of the building<sup>286 287</sup>; to which it is attached or associated with; and<sup>288</sup>

~~Signs which identify legally abandoned or discontinued businesses shall be removed within 60 days following the legal~~<sup>289</sup> ~~abandonment or discontinuance as ordered by the Inspector of Buildings~~<sup>290 291</sup>.

~~Maximum allowable sign dimensions per zoning district are detailed in part D.~~  
~~MAXIMUM ALLOWABLE SIGN DIMENSIONS.~~<sup>292</sup>

~~1. Awning Signs~~<sup>293</sup>

~~a. The following provisions shall apply to all awning signs:~~<sup>294</sup>

- ~~1) Awning signs may only be located at the first floor level and must~~<sup>295</sup> ~~be painted on or attached flat against the surface of the awning or canopy and shall not~~<sup>296</sup> ~~extend beyond the valance or any other part of the awning or canopy nor be attached to or displayed on the sides or underside;~~<sup>297</sup>
- ~~2) The area of an awning sign shall not exceed 25% of the surface area of the awning or canopy eligible for placement of signs;~~<sup>298</sup>
- ~~3) Awning signs shall not be back lit or internally illuminated; and~~<sup>299</sup>
- ~~4) Awning signs shall not be used in combination with wall signs except as provided below.~~<sup>300</sup>

~~b. An awning sign which:~~<sup>301</sup>

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- 1) ~~consists of letters only, not more than eight inches (8") in height and includes no other form of graphic, logo or symbol; and~~<sup>302</sup>
- 2) ~~is located only on the valance of the awning or canopy and no other sign, graphic, logo or symbol is displayed on the awning or canopy; and~~<sup>303</sup>
- 3) ~~does not occupy more than 50% of the horizontal length of the valance of the awning or canopy;~~<sup>304</sup>

~~shall not be subject to the limitations of C. General Provisions, paragraph 14. Maximum Number of Signs Allowed, paragraph 16. Maximum Area of Signs Allowed, and paragraph 1., a., 4) use in combination with wall signs, of this Section.~~<sup>305</sup>

~~2. Banners~~<sup>306</sup>

~~A banner may be~~<sup>307</sup> ~~placed above or across a public or private street or way with the prior written permission of the Board of Selectmen~~<sup>308</sup> ~~upon such terms and conditions as it shall determine and in which case it shall not be subject to the limitations of C. General Provisions, paragraph 14. Maximum Number of Signs Allowed, and paragraph 16. Maximum Area of Signs Allowed. Other banners shall be subject to the limitations of C. General Provisions, paragraph 8. Temporary Signs of this Section.~~<sup>309</sup>

~~3. Illumination of Signs~~<sup>310</sup>

~~Illumination shall be~~<sup>311</sup> ~~by white, steady, stationary light shielded and directed solely~~<sup>312</sup> ~~(or by silhouette) at the sign. The foregoing is applicable to signs exterior to a building and to permanent interior signs designed to be visible through a door or window. No sign may utilize translucent panels, canvas or other fabric, letters, devices or other similar components to create an image by allowing light to pass through.~~<sup>313</sup> ~~No sign shall be illuminated except while the business establishment or office is open to the public. No illumination shall be permitted which directs light onto any portion of any street or residential premises.~~<sup>314</sup>

~~4. Moving Signs~~<sup>315</sup>

~~No moving sign shall be erected or maintained in any district.~~<sup>316</sup>

~~5. Non-Conforming Signs~~<sup>317</sup>

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~~Any non conforming sign may continue to be maintained but shall not be enlarged,<sup>318</sup> rewoded,<sup>319</sup> redesigned or altered in any way unless it is brought into conformity<sup>320</sup> .<sup>321</sup> Any such sign which has been destroyed or damaged to such an extent that the cost of restoration would exceed<sup>322</sup> 35 percent<sup>323</sup> of the replacement value of the sign at the time of the destruction or damage, shall not be repaired or rebuilt or altered unless in conformity with this<sup>324</sup> section<sup>325</sup> .<sup>326</sup>~~

~~The exemption herein granted shall terminate with respect to any sign which:<sup>327</sup>~~

~~a. shall have been abandoned; or<sup>328</sup>~~

~~b. advertises<sup>329</sup> or calls attention to any products, businesses or activities which are no longer carried on or sold, whether generally or at the particular premises; or<sup>330</sup>~~

~~c. shall<sup>331</sup> not have been repaired or properly maintained within<sup>332</sup> 60 days after notice to that effect has been given by the Inspector of Buildings.<sup>333</sup>~~

~~6. Roof Signs<sup>334</sup>~~

~~No sign shall be erected or maintained on the roof of any building or structure in any district.<sup>335</sup>~~

~~7. Standing Signs<sup>336</sup>~~

~~Standing Signs shall have a minimum setback of 15 feet which shall be measured to the nearest property boundary line<sup>337</sup> whether or not said line abuts a public or private street or way.<sup>338</sup> The standing sign shall be located on the same lot with the principal building. This section shall not exempt signs from<sup>339</sup> the corner clearance requirements contained within the Town Bylaws.<sup>340</sup>~~

~~8. Temporary Signs<sup>341</sup>~~

~~Temporary signs shall be removed promptly after the sale, event or reason for the sign message has been concluded. Temporary signs shall not be maintained for more than a 30 day period, except as may be otherwise specifically provided below, as determined by the Inspector of Buildings, unless proper sign permits have been obtained.<sup>342</sup>~~

~~A temporary sign erected for the purpose of the sale, lease, rental or construction of real estate is not subject to the 30 day display limitation but shall be removed~~

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~~promptly after such sale, lease, rental or construction has been effected or completed. Temporary signs pertaining to construction shall not be erected prior to the commencement of work.~~<sup>343</sup>

~~Temporary signs which indicate garage or yard sales and similar occasional uses shall comply with the special regulations, adopted by the Board of Selectmen, governing such events and shall be removed immediately after the event.~~<sup>344</sup>

~~Temporary signs advertising special sales, bazaars, dinners or other events shall not require a permit or a special permit.~~<sup>345</sup>

**iii. Displaying graphics, symbols, logos, and/or letters of a size that are proportional to the sign and the building to which it is attached or associated with, does not create a sign with a cluttered appearance, and are legible and visible to both vehicle operators and pedestrians; such graphics, symbols, logos, and/or letters on secondary signs should be proportionally smaller than those on a primary sign.**<sup>346</sup>

~~Temporary signs placed on property which identify contractors performing work on that property shall be removed forthwith upon the completion of said work.~~<sup>347</sup>

**4.**<sup>348</sup> **Recommendation. The Design Review Board's advisory recommendation shall take one of the following forms:**<sup>349</sup>

~~9.~~<sup>350</sup> ~~Traffic Signs~~

**a.**<sup>351</sup> **Approval: The Design Review Board shall recommend the approval of proposed signs that meet the Criteria for Review and comply with all requirements of this Section.**<sup>352</sup>

~~The regulations contained herein shall not apply to traffic signs not exceeding four square feet in area.~~<sup>353</sup>

**b.**<sup>354</sup> **Approval with Conditions: The Design Review Board shall recommend the approval with conditions of proposed signs that comply with the requirements of this Section, but do not meet the Criteria for Review. The Design Review Board may recommend conditions that require changes to the sign; conditions shall relate to the Criteria for Review with the intent being that the conditions serve to conform the sign to such Criteria.**<sup>355</sup>

~~10.~~<sup>356</sup> ~~Wall Signs~~

**c.**<sup>357</sup> **Denial: The Design Review Board shall recommend denial of all proposed signs that do not comply with the requirements of this Section; the Design Review Board may recommend denial of Sign**



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**Permits that do not meet the Criteria for Review if, in the opinion of the Board, there are no possible conditions which will allow the sign to more closely meet the Criteria for Review.**<sup>358</sup>

~~A wall sign shall be parallel to or perpendicular to a wall of the building and shall not project beyond the face of any other wall of the building, or above the top of the wall to which attached. A wall sign shall not project more than one foot, in the case of a sign parallel to the wall, or four feet in the case of a sign perpendicular to the wall, from the face of the wall to which attached, provided that in no case shall a perpendicular sign project into, on or over a public sidewalk, street or way. Any pre-existing non-conforming<sup>359</sup> sign which projects into, on or over a public sidewalk, street or way shall be subject to the provisions of the State Building Code regulating<sup>360</sup> signs projecting into, on over a public sidewalk, street or way<sup>361</sup> and shall be subject to bonding and/or insurance requirements as determined by the Board of Selectmen.<sup>362</sup> A sign consisting of a panel or other device hung or otherwise displayed to be viewed primarily from the outside through a window or door of any building shall be considered a wall sign. The area of any such sign shall be included in the calculation of the total allowable sign area.~~<sup>363</sup>

**H. SPECIAL PERMITS.**<sup>364</sup>

~~11. Sign Permits~~<sup>365</sup>

**1. <sup>366</sup>Special Permit Granting Authority. The Zoning Board of Appeals ("ZBA") shall serve as the Special Permit Granting Authority for all Special Permits for signs and<sup>367</sup> shall consider requests for<sup>368</sup> Special Permits<sup>369</sup> in accordance with this<sup>370</sup> subsection and Section XXV., Special Permit Granting Authority, of the Zoning Bylaw.**<sup>371</sup>

~~The Design Review Board shall review requests for sign permits submitted and shall, within 21 days of the receipt of the submission materials transmit its advisory recommendations regarding the design of the sign to the Inspector of Buildings and the applicant. No sign permit shall be issued by the Inspector of Buildings within this 21 day period, unless said recommendations have been received. If the advisory recommendations of the Design Review Board are not transmitted within the 21 day period the Inspector of Buildings may issue the sign permit. No sign shall be erected or placed prior to the issuance of a sign permit by the Inspector of Buildings.~~<sup>372</sup>

**2. <sup>373</sup>Circumstances in Which a Special Permit May Be Sought. Special Permits may be considered and issued for any request for relief from the requirements of this Section; however, Special Permits may not be issued to allow those signs indicated in subsection I., Exempt and Prohibited Signs and Devices, 2., Prohibited Signs, b. through p., of this Section.**<sup>374</sup>

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~~12. Special Permits for Signs~~<sup>375</sup>

3.<sup>376</sup> **Required Findings. A Special Permit for a sign may be issued provided the ZBA makes the following findings.**<sup>377</sup>

a. ~~The Special Permit Granting Authority~~<sup>378</sup> ~~shall consider requests for~~  
~~special permits~~<sup>379</sup> ~~in accordance with this~~<sup>380</sup> ~~SECTION XXIIA. and SECTION~~<sup>381</sup>  
~~XXV. of this Zoning Bylaw. The Special Permit Granting Authority may grant a~~  
~~Special Permit for a sign not meeting limitations of Sign Height, Maximum~~  
~~Number of Signs Allowed, Illumination of Signs, Maximum Area of Signs~~  
~~Allowed, and minimum setback, provided however, that the~~<sup>382</sup> The<sup>383</sup> sign is  
otherwise in compliance with the provisions of this Section<sup>384</sup> ~~and provided~~  
~~further that:~~<sup>385, 386</sup> ±

b. ~~a.~~<sup>387</sup> Sign scale is determined to be in reasonable relation to  
development scale, viewer distance and travel speed, and sign sizes on  
nearby structures<sup>388, 389, 390</sup> ±

c. ~~b.~~<sup>391</sup> Sign size, shape, and placement<sup>392</sup> ~~serves~~<sup>393</sup> serve<sup>394</sup> to define or  
enhance architectural elements of the building such as columns, sill lines,  
cornices, and roof edges, and<sup>395</sup> ~~do~~<sup>396</sup> does<sup>397</sup> not unreasonably interrupt,  
obscure, or hide them<sup>398, 399, 400</sup> ±

d. ~~e.~~<sup>401</sup> Sign design is in<sup>402</sup> ~~harmony with~~<sup>403</sup> ~~other signage on the same or~~  
~~adjacent structures~~<sup>404</sup> ~~, and provides~~<sup>405</sup> reasonable continuity<sup>406, 407</sup> ~~in~~<sup>408</sup> with the  
mounting location<sup>409</sup> ~~and~~<sup>410, 411</sup> height, proportions and materials<sup>412, 413</sup> of<sup>414</sup>  
other signage on the same or adjacent structures<sup>415, 416</sup> ±

e. ~~d.~~<sup>417</sup> Sign materials, colors, lettering style, illumination and form are  
reasonably compatible with building design, neighborhood context and  
use<sup>418, 419</sup> and<sup>420</sup>

f. ~~e.~~<sup>421</sup> Sign size, location, design and illumination are not judged to  
present a safety hazard to vehicular or pedestrian traffic.<sup>422</sup>

4. ~~The~~<sup>423</sup> **Design Review. Prior to the granting of a Special Permit by the**  
**ZBA, the**<sup>424</sup> Design Review Board shall<sup>425</sup> ~~make a report to~~<sup>426</sup> **submit an**  
**advisory recommendation on**<sup>427</sup> the Special Permit<sup>428</sup> ~~Granting Authority~~  
~~giving its recommendations regarding compliance with the above criteria.~~<sup>429</sup> **to the**  
**ZBA. Such recommendation shall address compliance of the sign with**  
**H.3., Required Findings.**<sup>430</sup> An unfavorable report of the Design Review  
Board shall indicate which of the<sup>431</sup> ~~above criteria~~<sup>432</sup> **findings**<sup>433</sup> were not met  
and shall state what modifications to the sign or signs could be made to

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render a favorable report.<sup>434</sup> Failure of the Design Review Board to make  
<sup>435</sup>this <sup>436</sup>such <sup>437</sup>report within <sup>438</sup>21 <sup>439</sup>thirty (30) <sup>440</sup>days from the date of <sup>441</sup>the  
<sup>442</sup>submission of application materials to the Design Review Board shall be  
deemed by the <sup>443</sup>Special Permit Granting Authority <sup>444</sup>ZBA <sup>445</sup>to constitute a  
favorable report.<sup>446</sup>

**I. EXEMPT AND PROHIBITED SIGNS AND DEVICES.**<sup>447</sup>

**1. Exempt. The following signs shall not count toward the total amount of signage allowed and shall be exempt from regulation under this Section.**<sup>448</sup><sup>449</sup>

**a. Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or statute.**<sup>450</sup><sup>451</sup>

**b. Any sign inside a building, not attached to a window or door.**<sup>452</sup><sup>453</sup>

**c. Banners.**<sup>454</sup><sup>455</sup>

**d. Address signs, the letter and number height of which does not exceed eight (8) inches.**<sup>456</sup><sup>457</sup>

**e. Flags.**<sup>458</sup><sup>459</sup>

**f. Works of art that do not include a commercial message.**<sup>460</sup><sup>461</sup>

**g. Traffic control signs on private property, such as Stop, Yield, and similar signs, the face of which meet Department of Transportation standards and which contain no commercial message of any sort; and**<sup>462</sup><sup>463</sup>

**h. Signs located on property owned by the Town and approved by the Board of Selectmen.**<sup>464</sup><sup>465</sup>

**2. Prohibited Signs. The following types of signs are prohibited in the Town.**<sup>466</sup>

**a. Any sign not specifically identified in Table 22A.1, Signage Allowances Based on Zoning District or Use, as allowed or any sign not allowed by the issuance of a Special Permit.**<sup>467</sup><sup>468</sup>

**b. Promotional beacons, laser lights or images.**<sup>469</sup><sup>470</sup>

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c. <sup>471</sup> **Audible signs;**<sup>472</sup>

d. <sup>473</sup> **Moving signs;**<sup>474</sup>

~~In no case, however, shall approval be granted for:~~<sup>475</sup>

e. <sup>476</sup> **Roof signs;**<sup>477</sup>

~~1) A sign which uses more than two colors, with black and white considered as colors, if internally illuminated;~~<sup>478</sup>

f. <sup>479</sup> **Signs in the right-of-way, other than those belonging to a government, public service agency, or railroad;**<sup>480</sup>

~~2) A wall sign which exceeds in height the top of the wall;~~<sup>481</sup>

g. <sup>482</sup> **Signs mounted or located on a tree, utility pole, or other similar structure;**<sup>483</sup>

~~3) A sign in a Residential District;~~<sup>484</sup>

h. <sup>485</sup> **Portable signs;**<sup>486</sup>

~~4) A standing sign in Districts other than Residential Districts which exceeds in height 10 feet in Districts fronting on streets other than Worcester Street, 20 feet in Districts fronting on Worcester Street, or exceeds in area 50 feet in Districts fronting on streets other than Worcester Street, 100 feet in Districts fronting on Worcester Street, or is closer to the nearest property boundary line than 5 feet in Districts fronting on streets other than Worcester Street, or 10 feet in Districts fronting on Worcester Street;~~<sup>487</sup>

i. <sup>488</sup> **Signs which depict obscene matter or are considered obscene matter, as defined in M.G.L. Chapter 272, § 31;**<sup>489</sup>

~~5) A wall sign in Districts other than Residential Districts which exceeds in area 50 square feet in Office Districts, 75 square feet in Districts other than Office Districts fronting on streets other than Worcester Street, or 100 square feet in Districts other than Office Districts fronting on Worcester Street;~~<sup>490</sup>

j. <sup>491</sup> **Signs which advertise an activity which is illegal under federal, state or local laws;**<sup>492</sup>

~~13. Construction and Maintenance~~<sup>493</sup>

k. <sup>494</sup> **Signs not in good repair, in violation of codes, or containing or exhibiting broken panels, visible rust, visible rot, damaged support structures, or missing letters;**<sup>495</sup>

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~~No sign shall be painted or posted directly on the exterior surface of any wall.<sup>496</sup>  
All signs must be painted, posted or otherwise securely attached to a substantial intermediary removable surface which shall be securely attached to the building<sup>497</sup>. The foregoing, however, shall not prevent<sup>498</sup> installation of a sign consisting of individual letters or devices securely attached to the exterior wall of the building.<sup>499</sup>~~

- l.<sup>500</sup> Abandoned signs, identifying abandoned or discontinued business. Such signs shall be removed within sixty (60) days following the<sup>501</sup> abandonment or discontinuance as ordered by the Inspector of Buildings<sup>502,503</sup>**

~~The material and construction of any sign and intermediary surface and the manner of attaching the sign to the intermediary surface and the intermediary surface to the wall of the building shall be in accordance with applicable provisions of the State Building Code and with the reasonable requirements of the Inspector of Buildings. All signs, together with their<sup>504</sup> structural elements, shall be kept in good repair and in a proper state of preservation to the reasonable satisfaction of the Inspector of Buildings.<sup>505</sup> The Inspector of Buildings may order the removal of any sign that is not maintained in accordance with the provisions of this<sup>506</sup> Zoning Bylaw.<sup>507</sup>~~

- m.<sup>508</sup> Animated signs; flashing signs;<sup>509</sup>**

- ~~14. Maximum Number of Signs Allowed<sup>510</sup>~~

- n.<sup>511</sup> Imitation traffic signs, signs which contain or are an imitation of an official traffic sign or signal or contain the words "stop," "go," "slow," "caution," "warning," or similar words in such a manner as to resemble official traffic control signs;<sup>512</sup>**

~~Unless otherwise provided herein there shall be not more than two of the four following types of signs: wall, window, standing, or awning for each business establishment, except that if a business establishment has more than one public entrance at street level there may be an additional sign, which shall not exceed 25 square feet or 10% of the facade of the business establishment whichever is less; attached to the wall, in which such entrance is located and at each such entrance, other than the wall to which the principal sign is attached. If a business establishment consists of more than one building, a secondary sign, not exceeding 25 square feet or 10% of the facade of the business establishment whichever is less, may be affixed to a wall of each such building, not including the building to which the principal sign is attached. In addition to the foregoing sign or signs, one directory of the business establishments occupying a building may be attached to the exterior wall of the building at each public entrance to the building. Such directory shall not exceed an area determined on the basis on one~~

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~~square foot for each establishment occupying the building or six square feet in total area, whichever is less.~~<sup>513</sup>

**o. Pennants; and**<sup>514</sup>

~~15. Gasoline Filling Stations and Garages~~<sup>515</sup>

- p. Signs and/or portions of signs rented, leased, and/or purchased by an individual, group and/or business and located upon property to which such individual, group and/or business does not possess a Business Certificate ID to operate a commercial activity. This prohibition shall not apply to signs attached or affixed to, or an integral part of, out-of-store marketing devices or to standard informational signs installed on a property during such time that permitted construction activity is occurring, the property is being considered for sale, lease, or rent, and/or beginning thirty (30) days before and ending five (5) days after any federal, state or local election, ballot initiative or referendum.**<sup>516</sup><sup>517</sup>

~~Gasoline filling stations and garages may, if they elect to do so, divide the principal sign area, to which they are entitled into separate signs attached to and parallel to the wall to which the principal sign may be attached and indicating the separate operations or departments of the business, provided, however, that the total size of the separate signs shall not exceed the maximum size permitted under this section for a single exterior sign on such wall. In addition, one standing sign, indicating the company whose gasoline is being sold may be erected of such type, in such location, and in such manner as hereinabove provided. Signs displayed on structural canopies over gasoline pumps or gasoline pump islands shall be regulated as wall signs. On commercially zoned lots fronting on, and having primary vehicular access directly from Worcester Street, the allowed sign area may be divided between a wall sign and a standing sign pursuant to the issuance of a sign permit, provided the aggregate total maximum sign area shall not exceed 100 square feet, and provided the signs are otherwise in compliance with the provisions of this Section.~~<sup>518</sup>

**J. MEASUREMENT OF SIGN AREA AND HEIGHT.**<sup>519</sup>

~~16. Maximum Area of Signs Allowed~~<sup>520</sup>

**1. Measurement of Sign Area.**<sup>521</sup><sup>522</sup>

- a. Generally. Sign area shall be computed as the area within the smallest single rectangle or square enclosing the extreme limits of the sign face including any cabinet or frame or material, texture, or color forming an integral part of the sign face used to differentiate the sign face from the structure upon which it is placed.**<sup>523</sup> For purposes of determining the maximum size limitations, any intermediary

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removable surface to which a sign is attached shall be deemed part of the sign<sup>524, 525 526</sup> and any sign composed of separate letters, numbers<sup>527 528</sup> or symbols cut into or attached to a wall or painted on or otherwise attached to an awning, canopy<sup>529 530</sup> or window shall be deemed to occupy the entire area within a single<sup>531</sup> continuous perimeter<sup>532</sup> **rectangle or square**<sup>533</sup> enclosing the extreme limits of the sign, including any structural elements.<sup>534</sup> ~~In determining the permissible sign area of a two-sided sign, such as a standing sign or a projecting wall sign, both sides of the sign shall be considered.~~<sup>535</sup>

**b.**<sup>536</sup> **Structure. The computation of the area of a sign face shall not include the structure, supports, or uprights on which the sign face is placed or any portions of a sign structure that are not intended to contain any message or idea and are purely structural or decorative in nature, other than those parts contained within the rectangle or square that delimits the sign face.**<sup>537</sup>

**c.**<sup>538</sup> **Changeable Copy. For any signs on which the words, letters, figures, symbols, logos, fixtures, colors, or other design elements routinely change or are intended to be changed from time to time, the sign face area shall include the entire area within which any words, letters, figures, symbols, logos, fixtures, colors, or other design elements may be placed, together with any frame or material, texture or coloring forming an integral part of the sign face or used to differentiate the sign face from the structure upon which it is placed.**<sup>539</sup>

**d.**<sup>540</sup> **Multi-Faced Signs. For multi-faced signs, the sign area shall be the sum of the area of both sign faces and shall be limited to the maximum sign area for the sign type in the specific zoning district or for the specific use.**<sup>541</sup>

**2.**<sup>542</sup> **Measurement of Sign Height.**<sup>543</sup>

**a.**<sup>544</sup> **Ground Signs. The height of a standing sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest component of the sign. Where the normal grade is below the normal grade of a public street, the sign base can be raised to the elevation of the normal grade of the street before the height limitations are applied (surveyor's certificate required).**<sup>545</sup>

**b.**<sup>546</sup> **Building Signs. The height of a wall sign shall be determined to be the**<sup>547</sup> **vertical distance measured**<sup>548</sup> **from grade to the top of the highest attached component of the sign.**<sup>549</sup>

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**K. LOCATION, CONSTRUCTION AND DESIGN STANDARDS.**<sup>550</sup>

- 1.**<sup>551</sup> **Setback. Unless a more restrictive setback is specified otherwise in this Section, all ground signs, whether permanent or temporary, shall be set back at least fifteen (15) feet from the nearest property line,**<sup>552</sup>  
whether or not said line abuts a public or private street or way.<sup>553</sup>
- 2.**<sup>554</sup> **Corner Clearance. All signs shall meet**<sup>555</sup> the corner clearance requirements contained within the Town Bylaws.<sup>556</sup>
- 3.**<sup>557</sup> **Right-of-Way. No sign or any part thereof, except authorized government, public service agency, or railroad signs, shall be located in any right-of-way. Any pre-existing**<sup>558</sup> sign which projects into, on or over a public sidewalk, street or way shall be subject to the provisions of the State Building Code regulating<sup>559</sup> **such signs**<sup>560</sup> and shall be subject to bonding and/or insurance requirements as determined by the Board of Selectmen.<sup>561</sup>
- 4.**<sup>562</sup> **Compliance with Building Code. All signs permitted under this Section shall be constructed and installed in accordance with the applicable provisions of the State Building Code and with the reasonable requirements of the Inspector of Buildings.**<sup>563</sup>
- 5.**<sup>564</sup> **Maintenance. All signs, together with the**<sup>565</sup> structural elements, shall be kept in good repair and in a proper state of preservation to the reasonable satisfaction of the Inspector of Buildings.<sup>566</sup> The Inspector of Buildings may order the removal of any sign that is not maintained in accordance with the provisions of this<sup>567</sup> **Section, the State Building Code and/or the Zoning Bylaw.**<sup>568</sup>
- 6.**<sup>569</sup> **Installation.**<sup>570</sup> No sign shall be painted or posted directly on the exterior surface of any wall.<sup>571</sup> All signs must be painted, posted or otherwise securely attached to a substantial intermediary removable surface which shall be securely attached to the building<sup>572</sup> **; however, the foregoing shall not prevent the**<sup>573</sup> installation of a sign consisting of individual letters or devices securely attached to the exterior wall of the building.<sup>574</sup> **Installed signs shall display the name of the installer and the permit number issued by the Inspector of Buildings in a conspicuous location.**<sup>575</sup>
- 7.**<sup>576</sup> **Illumination.**<sup>577</sup>
  - a.**<sup>578</sup> **Permitted: The following types of illumination shall be allowed:**<sup>579</sup>



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- i. Externally Illuminated Signs: Signs may be externally illuminated<sup>580</sup> by white, steady, stationary light shielded and directed solely<sup>581</sup> at the sign; and<sup>582</sup>
  - ii. Reverse Lit Signs: Signs may be reverse lit, illuminated by white light only.<sup>583</sup>
- b.<sup>584</sup> Prohibited: The following types of illumination shall be prohibited, except as may be permitted by the issuance of a Special Permit.<sup>585</sup>
  - i.<sup>586</sup> Internally Illuminated Signs;<sup>587</sup>
  - ii.<sup>588</sup> Open Face Channel Letters; and<sup>589</sup>
  - iii. Exposed neon tubing or exposed LEDs.<sup>590</sup>
- c.<sup>591</sup> Time: Unless a business establishment is open to the public, no sign shall be illuminated between the hours of 12:00 a.m. and 6:00 a.m.<sup>592</sup>

L. REGULATIONS BASED ON SIGN TYPE.<sup>593</sup>

- 1.<sup>594</sup> Standing Signs.<sup>595</sup>
  - a. Location: Standing signs shall be located on the same lot with the principal building.<sup>596</sup>
- 2.<sup>597</sup> Wall Signs.<sup>598</sup>
  - a.<sup>599</sup> Orientation: A wall sign shall be mounted parallel or perpendicular to the wall of the building and shall not project beyond the face of the wall to which it is attached.<sup>600</sup>
  - b.<sup>601</sup> Projection: A wall sign shall not project more than one (1) foot, in the case of a sign mounted parallel to a wall, or four (4) feet in the case of a sign mounted perpendicular to a wall, from the face of the wall to which it is attached. No wall sign shall project into, on or over a public sidewalk, street or way.<sup>602</sup>
  - c. Location: Wall signs shall be mounted on the façade of the business establishment owned or leased by the Sign Permit applicant.<sup>603</sup>

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**3.** <sup>604</sup>**Awning Signs.** <sup>605</sup>

**a.** <sup>606</sup>**Location: Awning signs shall be mounted on the façade of the business establishment owned or leased by the Sign Permit applicant.** <sup>607</sup>

**b.** <sup>608</sup>**Display: Awning signs shall** <sup>609</sup>**be painted on or attached flat against the surface of the awning or canopy and shall not** <sup>610</sup>**be attached to or displayed on the underside.** <sup>611</sup>

**4.** <sup>612</sup>**Temporary Signs and Temporary Window Signs.** <sup>613</sup>

**a. Registration: Prior to their installation, temporary signs and temporary window signs shall be registered with the Inspector of Buildings.** <sup>614</sup>

**b. Time: Lots or business establishments upon which a temporary sign and/or temporary window sign is allowed, per Table 22A.1, Signage Allowances Based on Zoning District or Use, shall be limited to display such signs for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods permitted per calendar year. Thirty (30) day periods may be utilized consecutively.** <sup>615</sup>

**M. SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE.** <sup>616</sup>

**If not otherwise stated, any sign not specifically allowed in a zoning district or for a specific use as provided herein shall be prohibited, except as otherwise provided for under this Section. The following table (Table 22A.1, Signage Allowances Based on Zoning District or Use) provides standards governing signs within specific zoning districts or for specific uses. Specific uses shall be allowed signage as indicated for such use rather than based on the zoning district of such use, unless the signage allowances of the zoning district are less restrictive than those indicated for the specific use. Signs for which a permit is not required shall meet all other provisions of this Section applicable to the subject sign.** <sup>617</sup>

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~~\_\_\_\_\_ The sum of the areas of wall, window and awning signs of a business in the aggregate shall not exceed the lesser of the following two amounts:~~<sup>618</sup>

~~\_\_\_\_\_ a. \_\_\_\_\_ 10% of the facade of the business establishment;~~<sup>619</sup>

~~b. \_\_\_\_\_ 50 square feet in Districts fronting on streets other than Worcester Street, or 75 square feet in Districts fronting on Worcester Street.~~<sup>620</sup>

~~17. \_\_\_\_\_ Lettering Height~~<sup>621</sup>

~~The size of the letters shall be in proportion both to the sign and to the building. In addition, size of letters on secondary signs shall be proportionately smaller than the size of letters in a primary sign.~~<sup>622</sup>

~~D. \_\_\_\_\_ MAXIMUM ALLOWABLE SIGN DIMENSIONS~~<sup>623</sup>

~~Where more than one of the allowed sign types is proposed, the aggregate area of all signs shall be considered. In these cases, letter height and sign area may have to be reduced as appropriate to meet the limitations of subparagraph 16 above and the following table. Where only one sign is proposed on a building or lot, it shall not exceed the maximum allowable area shown in the following table.~~<sup>624</sup>

~~RESIDENTIAL \_\_\_\_\_ Single Residence, Single Residence A, General Residence,~~<sup>625</sup>  
~~General Residence A.~~<sup>626</sup>

<del>Sign Type</del> <sup>627</sup>	<del>Height</del> <sup>628</sup>	<del>Area</del> <sup>629</sup>	<del>Number</del> <sup>630</sup>	<del>Letter Height</del> <sup>631</sup>
<del>Standing or wall</del> <sup>632</sup>	<del>4 ft.</del> <sup>633</sup>	<del>1 sq. ft.</del> <sup>634</sup>	<del>1 per lot</del> <sup>635</sup>	<del>appropriate height to be placed in 1 sq. ft. area.</del> <sup>636</sup>
<del>Temporary</del> <sup>637</sup>	<del>6 ft.</del> <sup>638</sup>	<del>6 sq. ft.</del> <sup>639</sup>	<del>1 per lot</del> <sup>640</sup>	<del>N/A</del> <sup>641</sup>

~~OFFICE DISTRICTS \_\_\_\_\_ Administrative and Professional, Limited Business.~~<sup>642</sup>

<del>Sign Type</del> <sup>643</sup>	<del>Height</del> <sup>644</sup>	<del>Area</del> <sup>645</sup>	<del>Number</del> <sup>646</sup>	<del>Letter Height</del> <sup>647</sup>
<del>Standing</del> <sup>648</sup>	<del>6 ft.</del> <sup>649</sup>	<del>15 sq. ft.</del> <sup>650</sup>	<del>1 per building</del> <sup>651</sup>	<del>14 inches</del> <sup>652</sup>
<del>Wall</del> <sup>653</sup>	<del>15 ft.</del> <sup>654</sup>	<del>15 sq. ft.</del> <sup>655</sup>	<del>1 per building</del> <sup>656</sup>	<del>14 inches *</del> <sup>657</sup>
<del>Temporary</del> <sup>658</sup>	<del>15 ft.</del> <sup>659</sup>	<del>25 sq. ft.</del> <sup>660</sup>	<del>1 per lot</del> <sup>661</sup>	<del>N/A</del> <sup>662</sup>

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~~COMMERCIAL DISTRICTS — Business, Business<sup>663</sup>, Industrial, Industrial A, Lower Falls Village Commercial<sup>664</sup> <sup>665</sup>, Wellesley Square Commercial<sup>666</sup>~~

~~A. Commercial Districts Fronting Worcester Street.~~<sup>667</sup>

Sign Type <sup>668</sup>	Height <sup>669</sup>	Area <sup>670</sup>	Number <sup>671</sup>	Letter Height <sup>672</sup>
Standing <sup>673</sup>	10 ft. <sup>674</sup>	50 sq. ft. <sup>675</sup>	1 per lot <sup>676</sup>	18 inches <sup>677</sup>
Wall <sup>678</sup>	20 ft. <sup>679</sup>	75 sq. ft. ** <sup>680</sup>	1 per business <sup>681</sup>	18 inches *** <sup>682</sup>
Window <sup>683</sup>	N/A <sup>684</sup>	10 sq. ft. **** <sup>685</sup>	1 per business <sup>686</sup>	8 inches <sup>687</sup>
Awning <sup>688</sup>	N/A <sup>689</sup>	25% of awning or canopy ** <sup>690</sup>	1 per business <sup>691</sup>	8 inches <sup>692</sup>
Temporary window <sup>693</sup>	N/A <sup>694</sup>	25% of window <sup>695</sup>	1 per business <sup>696</sup>	8 inches <sup>697</sup>
Temporary <sup>698</sup>	15 ft. <sup>699</sup>	25 sq. ft. <sup>700</sup>	1 per lot <sup>701</sup>	N/A <sup>702</sup>

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~~B. Commercial Districts Fronting Streets Other Than Worcester Street.~~<sup>703</sup>

Sign Type <sup>704</sup>	Height <sup>705</sup>	Area <sup>706</sup>	Number <sup>707</sup>	Letter Height <sup>708</sup>
Standing <sup>709</sup>	6 ft. <sup>710</sup>	25 sq. ft. <sup>711</sup>	1 per lot <sup>712</sup>	14 inches <sup>713</sup>
Wall <sup>714</sup>	20 ft. <sup>715</sup>	50 sq. ft. ** <sup>716</sup>	1 per business <sup>717</sup>	14 inches <sup>718</sup>
Window <sup>719</sup>	N/A <sup>720</sup>	10 sq. ft. **** <sup>721</sup>	1 per business <sup>722</sup>	8 inches <sup>723</sup>
Awning <sup>724</sup>	N/A <sup>725</sup>	25 % of awning or canopy ** <sup>726</sup>	1 per business <sup>727</sup>	8 inches <sup>728</sup>
Temporary window ***** <sup>729</sup>	N/A <sup>730</sup>	25 % of window <sup>731</sup>		8 inches <sup>732</sup>
Temporary <sup>733</sup>	N/A <sup>734</sup>	12 sq. ft. <sup>735</sup>	1 per lot <sup>736</sup>	N/A <sup>737</sup>

~~ALL OTHER DISTRICTS~~<sup>738</sup>

Sign Type <sup>739</sup>	Height <sup>740</sup>	Area <sup>741</sup>	Number <sup>742</sup>	Letter Height <sup>743</sup>
Standing <sup>744</sup>	4 ft. <sup>745</sup>	10 sq. ft. <sup>746</sup>	1 per lot <sup>747</sup>	appropriate height to be placed in 10 sq. ft. area. <sup>748</sup>
Wall <sup>749</sup>	15 ft. <sup>750</sup>	10 sq. ft. <sup>751</sup>	1 per building <sup>752</sup>	appropriate height to be placed in 10 sq. ft. area. <sup>753</sup>
Temporary <sup>754</sup>	6 ft. <sup>755</sup>	12 sq. ft. <sup>756</sup>	1 per lot <sup>757</sup>	N/A <sup>758</sup>

\* ——— When applied directly to a building, without any existing sign band, maximum letter height shall be 16.<sup>759</sup>

**Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE**<sup>760</sup>

<u>Sign Type</u> <sup>761</sup>	<u>Standard</u> <sup>762</sup>	<u>Zoning Districts and Uses</u> <sup>763</sup>					
		<u>Residential Districts</u> <sup>764</sup>	<u>Office and Professional Districts</u> <sup>765</sup>	<u>Commercial Districts Fronting Streets Other Than Worcester Street</u> <sup>766</sup>	<u>Commercial Districts Fronting Worcester Street</u> <sup>767</sup>	<u>Gasoline Filling Stations</u> <sup>768</sup>	<u>Institutional Uses</u> <sup>769</sup>


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## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

<b>Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE</b> <sup>760</sup>							
<b>Sign Type</b> <sup>761</sup>	<b>Standard</b> <sup>762</sup>	<b>Zoning Districts and Uses</b> <sup>763</sup>					
		<b>Residential Districts</b> <sup>764</sup>	<b>Office and Professional Districts</b> <sup>765</sup>	<b>Commercial Districts Fronting Streets Other Than Worcester Street</b> <sup>766</sup>	<b>Commercial Districts Fronting Worcester Street</b> <sup>767</sup>	<b>Gasoline Filling Stations</b> <sup>768</sup>	<b>Institutional Uses</b> <sup>769</sup>
<b>TOTAL PERMANENT SIGNAGE</b> <sup>770</sup>	<b>Number of Signs</b> <sup>771</sup>	<u>1 per lot</u> <sup>772</sup>	<u>2 per building</u> <sup>773</sup>	<ul style="list-style-type: none"> <li>• <sup>774</sup> <u>1 standing sign per lot.</u> <sup>775</sup></li> <li>• <sup>776</sup> <u>2 permanent signs, consisting of no more than 1 wall sign, 1 awning sign, or 1 window sign (not to include window signs 1 sq. ft. or less in area) per business establishment.</u> <sup>777</sup></li> </ul>		<u>NA</u> <sup>778</sup>	<u>1 standing sign per lot</u> <sup>779</sup>
	<b>Maximum Total Area</b> <sup>780</sup>	<u>1 sq. ft.</u> <sup>781</sup>	<u>30 sq. ft. (per building)</u> <sup>782</sup>	<u>For the sum of all wall, awning, and window signs, 50 sq. ft. or 10% of the area of the façade of the business establishment, whichever is less, per business establishment; for standing signs, 25 sq. ft.</u> <sup>783</sup>	<u>For the sum of all wall, awning, and window signs, 75 sq. ft. or 10% of the area of the façade of the business establishment, whichever is less, per business establishment; For standing signs, 50 sq. ft.</u> <sup>784</sup>	<u>100 sq. ft.</u> <sup>785</sup>	<u>25 sq. ft. for lots fronting on streets other than Worcester Street; 50 sq. ft. for lots fronting on Worcester Street</u> <sup>786</sup>
<b>STANDING SIGNS</b> <sup>787</sup>	<b>Permit Required</b> <sup>788</sup>	<u>No</u> <sup>789</sup>	<u>Yes</u> <sup>790</sup>				
	<b>Number of Signs</b> <sup>791</sup>	<u>1 per lot</u> <sup>792</sup>	<u>1 per building</u> <sup>793</sup>	<u>1 per lot</u> <sup>794</sup>			

## ATTACHMENT

## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

<b>Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE</b> <sup>760</sup>							
<b><u>Sign Type</u></b> <sup>761</sup>	<b><u>Standard</u></b> <sup>762</sup>	<b><u>Zoning Districts and Uses</u></b> <sup>763</sup>					
		<b><u>Residential Districts</u></b> <sup>764</sup>	<b><u>Office and Professional Districts</u></b> <sup>765</sup>	<b><u>Commercial Districts Fronting Streets Other Than Worcester Street</u></b> <sup>766</sup>	<b><u>Commercial Districts Fronting Worcester Street</u></b> <sup>767</sup>	<b><u>Gasoline Filling Stations</u></b> <sup>768</sup>	<b><u>Institutional Uses</u></b> <sup>769</sup>
	<b><u>Maximum Area</u></b> <sup>795</sup>	<b><u>1 sq. ft.</u></b> <sup>796</sup>	<b><u>15 sq. ft.</u></b> <sup>797</sup>	<b><u>25 sq. ft.</u></b> <sup>798</sup>	<b><u>50 sq. ft.</u></b> <sup>799</sup>	<b><u>50 sq. ft. for lots fronting on streets other than Worcester Street; 75 sq. ft. for lots fronting on Worcester Street</u></b> <sup>800</sup>	<b><u>25 sq. ft. for lots fronting on streets other than Worcester Street; 50 sq. ft. for lots fronting on Worcester Street</u></b> <sup>801</sup>
	<b><u>Maximum Letter Height</u></b> <sup>802</sup>	<b><u>NA</u></b> <sup>803</sup>	<b><u>14 inches</u></b> <sup>804</sup>	<b><u>14 inches</u></b> <sup>805</sup>	<b><u>18 inches</u></b> <sup>806</sup>	<b><u>14 inches for lots fronting on streets other than Worcester Street; 18 inches for lots fronting on Worcester Street</u></b> <sup>807</sup>	
	<b><u>Maximum Height</u></b> <sup>808</sup>	<b><u>4 feet</u></b> <sup>809</sup>	<b><u>6 feet</u></b> <sup>810</sup>		<b><u>10 feet</u></b> <sup>811</sup>	<b><u>6 feet for lots fronting on streets other than Worcester Street; 10 feet for lots fronting on Worcester Street</u></b> <sup>812</sup>	
<b><u>Permit Required</u></b> <sup>813</sup>	<b><u>Permit Required</u></b> <sup>814</sup>	<b><u>No</u></b> <sup>815</sup>	<b><u>Yes</u></b> <sup>816</sup>				

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## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

<b>Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE</b> <sup>760</sup>							
<b><u>Sign Type</u></b> <sup>761</sup>	<b><u>Standard</u></b> <sup>762</sup>	<b><u>Zoning Districts and Uses</u></b> <sup>763</sup>					
		<b><u>Residential Districts</u></b> <sup>764</sup>	<b><u>Office and Professional Districts</u></b> <sup>765</sup>	<b><u>Commercial Districts Fronting Streets Other Than Worcester Street</u></b> <sup>766</sup>	<b><u>Commercial Districts Fronting Worcester Street</u></b> <sup>767</sup>	<b><u>Gasoline Filling Stations</u></b> <sup>7</sup> <sup>68</sup>	<b><u>Institutional Uses</u></b> <sup>769</sup>
	<b><u>Number of Signs</u></b> <sup>817</sup>	<b><u>1 per lot</u></b> <sup>818</sup>	<b><u>1 per building</u></b> <sup>819</sup>	<ul style="list-style-type: none"> <li>● <sup>820</sup> <b><u>1 per business establishment</u></b> <sup>821</sup></li> <li>● <sup>822</sup> <b><u>1 additional sign shall be allowed for each additional street level public entrance, beyond the principal entrance, utilized by the business establishment.</u></b> <sup>823</sup></li> <li>● <sup>824</sup> <b><u>For business establishments occupying more than 1 building, 1 additional sign shall be allowed per building, to be affixed to such additional building.</u></b> <sup>825</sup></li> <li>● <sup>826</sup> <b><u>For buildings occupied by more than 1 business establishment which share a common public entrance, 1 additional wall sign may be displayed on the building and such sign may be located on one or more business establishment's facade.</u></b> <sup>827</sup></li> </ul>		<b><u>NA</u></b> <sup>828</sup>	
	<b><u>Maximum Area</u></b> <sup>829</sup>	<b><u>1 sq. ft.</u></b> <sup>830</sup>	<b><u>15 sq. ft.</u></b> <sup>831</sup>	<b><u>50 sq. ft. or 10% of the area of the facade of the business establishment, whichever is less.</u></b> <sup>832</sup>	<b><u>75 sq. ft. or 10% of the area of the facade of the business establishment, whichever is less.</u></b> <sup>833</sup>	<b><u>50 sq. ft. for lots fronting on streets other than Worcester</u></b>	



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## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

<b>Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE</b> <sup>760</sup>							
<b><u>Sign Type</u></b> <sup>761</sup>	<b><u>Standard</u></b> <sup>762</sup>	<b><u>Zoning Districts and Uses</u></b> <sup>763</sup>					
		<b><u>Residential Districts</u></b> <sup>764</sup>	<b><u>Office and Professional Districts</u></b> <sup>765</sup>	<b><u>Commercial Districts Fronting Streets Other Than Worcester Street</u></b> <sup>766</sup>	<b><u>Commercial Districts Fronting Worcester Street</u></b> <sup>767</sup>	<b><u>Gasoline Filling Stations</u></b> <sup>768</sup>	<b><u>Institutional Uses</u></b> <sup>769</sup>
				<b><u>Additional signs allowed per additional public entrances and additional signs allowed for building occupied by more than 1 business establishment, shall not exceed 25 sq. ft. or 10% of the area of the wall to which attached.</u></b> <sup>835</sup>		<b><u>r Street: 75 sq. ft. for lots fronting on Worcest</u></b> <sup>834</sup>	
	<b><u>Maximum Letter Height</u></b> <sup>836</sup>	<b><u>NA</u></b> <sup>837</sup>	<b><u>14 inches</u></b> <sup>838</sup>		<b><u>18 inches</u></b> <sup>839</sup>	<b><u>14 inches for lots fronting on streets other than Worcest</u></b> <sup>840</sup>	
<b><u>AWNING SIGNS</u></b> <sup>846</sup>	<b><u>Maximum Height</u></b> <sup>841</sup>	<b><u>4 feet</u></b> <sup>842</sup>	<b><u>15 feet</u></b> <sup>843</sup>	<b><u>20 feet</u></b> <sup>844</sup>		<b><u>NA</u></b> <sup>845</sup>	
	<b><u>Permit Required</u></b> <sup>847</sup>			<b><u>Yes</u></b> <sup>848</sup>			
	<b><u>Number of Signs</u></b> <sup>849</sup>			<b><u>1 per business establishment</u></b> <sup>850</sup>			
	<b><u>Maximum Area</u></b> <sup>851</sup>			<b><u>25% of the area of the portion of the awning to which such sign is affixed or 10% of the façade of the business establishment, whichever is less.</u></b> <sup>852</sup>			

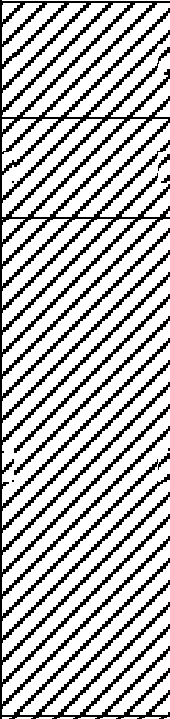
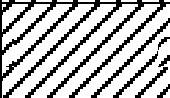


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## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE <sup>760</sup>							
Sign Type <sup>761</sup>	Standard <sup>762</sup>	Zoning Districts and Uses <sup>763</sup>					
		Residential Districts <sup>764</sup>	Office and Professional Districts <sup>765</sup>	Commercial Districts Fronting Streets Other Than Worcester Street <sup>766</sup>	Commercial Districts Fronting Worcester Street <sup>767</sup>	Gasoline Filling Stations <sup>768</sup>	Institutional Uses <sup>769</sup>
WINDOW SIGNS <sup>855</sup>	Maximum Letter Height <sup>853</sup>			8 inches <sup>854</sup>			
	Permit Required <sup>856</sup>			Yes; No, if sign area is 1 sq. ft. or less <sup>857</sup>			
	Number of Signs <sup>858</sup>			2 per business establishment, consisting of 1 sign, 1 sq. ft. or less in area, and 1 sign greater than 1 sq. ft. in area. Window signs 1 sq. ft. or less in area shall not count toward the Maximum Total Area of all Permanent Signage. <sup>859</sup>			
	Maximum Area <sup>860</sup>			10 sq. ft. or 10% of the area of all exterior windows (excluding doors) of the business establishment, whichever is less. <sup>861</sup>			
DIRECTORY SIGNS <sup>864</sup>	Maximum Letter Height <sup>862</sup>			8 inches <sup>863</sup>			
	Permit Required <sup>865</sup>		No <sup>866</sup>				
	Number of Signs <sup>867</sup>		1 per shared public entrance to a building occupied by more than 1 business establishment <sup>868</sup>				
DIRECTIONAL SIGNS <sup>871</sup>	Maximum Area <sup>869</sup>		1 sq. ft. per business establishment occupying the building or 6 sq. ft., whichever is less <sup>870</sup>				
	Permit Required <sup>872</sup>		No <sup>873</sup>				
INFO RMA TION	Maximum Area <sup>874</sup>		4 sq. ft. <sup>875</sup>				
	Permit Required <sup>877</sup>		No <sup>878</sup>				

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## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

<b>Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE</b> <sup>760</sup>							
<b>Sign Type</b> <sup>761</sup>	<b>Standard</b> <sup>762</sup>	<b>Zoning Districts and Uses</b> <sup>763</sup>					
		<b>Residential Districts</b> <sup>764</sup>	<b>Office and Professional Districts</b> <sup>765</sup>	<b>Commercial Districts Fronting Streets Other Than Worcester Street</b> <sup>766</sup>	<b>Commercial Districts Fronting Worcester Street</b> <sup>767</sup>	<b>Gasoline Filling Stations</b> <sup>768</sup>	<b>Institutional Uses</b> <sup>769</sup>
	<b>Number of Signs</b> <sup>879</sup>	<b>1 per lot; lots shall be allowed an unlimited number of signs during a period beginning thirty (30) days before and ending five (5) days after any federal, state or local election, ballot initiative and/or referendum</b> <sup>880</sup>					
	<b>Maximum Area</b> <sup>881</sup>	<b>No single sign face shall exceed 6 sq. ft.</b> <sup>882</sup>					
	<b>Maximum Height</b> <sup>883</sup>	<b>3 feet or 6 feet for post and arm type signs</b> <sup>884</sup>					
<b>TEMPORARY SIGNS</b> <sup>885</sup>	<b>Permit Required</b> <sup>886</sup>	<b>No Sign Permit is required, but the sign must be registered consistent with L.4.a. of this Section</b> <sup>887</sup>					
	<b>Number of Signs</b> <sup>888</sup>	<b>1 per lot. Refer to L.4.b of this Section for time limits on the display of such signs</b> <sup>889</sup>					
	<b>Maximum Area</b> <sup>890</sup>		<b>25 sq. ft.</b> <sup>891</sup>	<b>12 sq. ft.</b> <sup>892</sup>	<b>25 sq. ft.</b> <sup>893</sup>	<b>12 sq. ft. for lots fronting on streets other than Worcester Street; 25 sq. ft. for lots fronting on Worcester Street</b> <sup>894</sup>	<b>6 sq. ft.</b> <sup>895</sup>
	<b>Maximum Height</b> <sup>896</sup>		<b>15 feet</b> <sup>897</sup>				<b>6 feet</b> <sup>898</sup>
<b>ARY WIN DOW</b>	<b>Permit Required</b> <sup>900</sup>			<b>No Sign Permit is required, but the sign must be registered consistent with L.4.a. of this Section</b> <sup>901</sup>			

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## Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

<b>Table 22A.1, SIGNAGE ALLOWANCES BASED ON ZONING DISTRICT OR USE</b> <sup>760</sup>							
<b>Sign Type</b> <sup>761</sup>	<b>Standard</b> <sup>762</sup>	<b>Zoning Districts and Uses</b> <sup>763</sup>					
		<b>Residential Districts</b> <sup>764</sup>	<b>Office and Professional Districts</b> <sup>765</sup>	<b>Commercial Districts Fronting Streets Other Than Worcester Street</b> <sup>766</sup>	<b>Commercial Districts Fronting Worcester Street</b> <sup>767</sup>	<b>Gasoline Filling Stations</b> <sup>768</sup>	<b>Institutional Uses</b> <sup>769</sup>
<b>OUT OF STORE MARKETING DEVICE SIGNS</b> <sup>906</sup>	<b>Number of Signs</b> <sup>902</sup>			<b>1 per business establishment. Refer to L.4.b of this Section for time limits on the display of such signs</b> <sup>903</sup>			
	<b>Maximum Area</b> <sup>904</sup>			<b>25% of the area of the window on which it is attached</b> <sup>905</sup>			
	<b>Permit Required</b> <sup>907</sup>			<b>No</b> <sup>908</sup>			
	<b>Number of Signs</b> <sup>909</sup>			<b>1 sign shall be allowed on each out-of-store marketing device</b> <sup>910</sup>			
<b>MENU SIGN</b> <sup>915</sup>	<b>Maximum Area</b> <sup>911</sup>			<b>14 sq. ft.</b> <sup>912</sup>			
	<b>Maximum Height</b> <sup>913</sup>			<b>No more than 2 feet above the device</b> <sup>914</sup>			
	<b>Permit Required</b> <sup>916</sup>			<b>Yes</b> <sup>917</sup>			
	<b>Number of Signs</b> <sup>918</sup>			<b>1 sign per drive-thru facility</b> <sup>919</sup>			
	<b>Maximum Area</b> <sup>920</sup>			<b>10 sq. ft.</b> <sup>921</sup>			
	<b>Maximum Height</b> <sup>922</sup>			<b>6 feet</b> <sup>923</sup>			

**N. NON-CONFORMING SIGNS.** <sup>924</sup>

**\*\* or 10% of the total area of the facade of the business establishment whichever is less. Any non-conforming sign may continue to be maintained but shall not be enlarged, <sup>926</sup>redesigned or altered in any way unless it is brought into conformity <sup>927</sup>with the requirements of this Section and the Zoning Bylaw. This shall not include the substitution or interchange of poster panels.** <sup>925</sup>

ATTACHMENT

Markup of Zoning Bylaw Section XXIIA Based on Town Meeting Article 30

**painted boards, or dismantable material on non-conforming signs, which shall be permitted.**<sup>928</sup> Any such sign which has been destroyed or damaged to such an extent that the cost of restoration would exceed <sup>929</sup>**thirty-five percent (35%)**<sup>930</sup> of the replacement value of the sign at the time of the destruction or damage, shall not be repaired or rebuilt or altered unless in conformity with this <sup>931</sup>**Section**<sup>932 933</sup>

~~\*\*\* When applied directly to a building without any existing sign band, maximum letter height shall be 20" high.~~<sup>934</sup>  
The exemption herein granted shall terminate with respect to any sign which:<sup>935</sup>

~~\*\*\*\* or 10 % of the total area of exterior windows of the business establishment excluding doors whichever is less.~~<sup>936</sup>

a.<sup>937</sup> **Shall have been abandoned;**<sup>938</sup>

~~\*\*\*\*\* Paper posterboard only. Such signs shall not be placed on any~~<sup>939</sup>  
~~— window with a permanent window sign.~~<sup>940</sup>

b. Advertises<sup>941</sup> or calls attention to any products, businesses or activities which are no longer carried on or sold, whether generally or at the particular premises; or<sup>942</sup>

c. Shall<sup>943</sup> not have been repaired or properly maintained within<sup>944</sup> **sixty (60) days after notice to that effect has been given by the Inspector of Buildings.**<sup>945</sup>

Document comparison by Workshare Professional on Monday, March 29, 2010  
10:41:22 AM

Input:	
Document 1 ID	file://C:/Users/don/Documents/Wellesley/Signs/Existing ToW Sign Bylaw.doc
Description	Existing ToW Sign Bylaw
Document 2 ID	file://C:/Users/don/Documents/Wellesley/Signs/ToW Sign Bylaw Final Draft 3.29.10.doc
Description	ToW Sign Bylaw Final Draft 3.29.10
Rendering set	standard no color

Legend:	
<u>Insertion</u>	
<del>Deletion</del>	
<del>Moved from</del>	
<u>Moved to</u>	
Style change	
Format change	
<del>Moved deletion</del>	
Inserted cell	
Deleted cell	
Moved cell	
Split/Merged cell	
Padding cell	

Statistics:	
	Count
Insertions	515
Deletions	296
Moved from	30
Moved to	30
Style change	0
Format changed	74
Total changes	945